



The **Cheetah Digital** Difference

5 Things Every Marketer Should Know



We're Cheetah Digital. And we're dedicated to marketers.

It's an exciting time to be a B2C marketer. Never before has there been a bigger opportunity to reach customers and build deep, lasting relationships. Technology has opened up endless possibilities through channels like email, social media, SMS, push notifications, and more.

But your brand's message is one of dozens — if not hundreds — a customer will see every day. Today's consumers are overwhelmed with inputs, their expectations are high, and they're quick to cut ties with any brand who doesn't meet their needs. To complicate matters further, every interaction creates more data — and it's your job to manage all that data, extract insights, and use those insights to drive your business forward.

Does all this sound more daunting than exciting? It shouldn't. Or, at least, it doesn't have to be.

We believe with the right marketing partner, tools, and strategies, you can do more than just meet your revenue targets and KPIs. You can lead your market, create a fan base (rather than just a customer base), and deliver experiences your audience will love.

And we believe we're the ones who can help you get there. After all, we've spent the last 20 years solving the industry's most difficult marketing challenges. "[Dedicated to Marketers](#)" is more than just a slogan. It's our commitment to helping every marketer who partners with us to achieve their brand's unique goals. It's the basis for every decision we make, and it's at the heart of everything we do.

Intrigued? Here are five things every marketer should know about Cheetah Digital.

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1

**We've been
around forever**
(in internet years)

As an organization with roots dating back to 1998, we've seen a lot of change. But one thing that hasn't changed is our dedication to marketers.

In our early days as CheetahMail, our focus was on helping marketers succeed in the newly emerging email marketing space. Now as Cheetah Digital, our offerings and expertise have expanded to include cross-channel campaigns, offer and loyalty management, as well as sophisticated data management, and in-depth reporting and analytics. Today we're the largest independent provider of enterprise marketing technology solutions in the world.

For more than 20 years, our focus has been solving the most difficult marketing challenges.

It begins with a deep understanding of marketing

at every level, anticipating what the future may bring, and developing the tools to help marketers create lasting customer relationships and drive revenue for their brand.

This unwavering dedication to helping marketers succeed has been our mission since day one, and it remains at the heart of everything we do. Cheetah Digital is leading the charge in revolutionary enterprise marketing technology.



2

**We're built
for enterprise
marketers—
because we're
marketers, too!**

Our company has deep roots in the marketing industry, and our employees have marketing experience that dates back to the pre-internet era.

Everyone at Cheetah Digital has either been a marketer or worked with marketers for the majority of their career. We've sat in your seats, we've experienced the challenges you face, and we understand what marketing success looks like.

Because we're marketers just like you, our products and services are designed with marketers in mind. We understand that good marketing is all about creating a personalized, immersive brand experience that leads to deep emotional loyalty. So our enterprise marketing tools are designed to help marketers execute cross-channel campaigns, deliver incentives that resonate, and drive deeper loyalty.

Our enterprise data management platform helps manage, organize, and unify massive amounts of data from a variety of sources, using API calls, web forms, and manual uploads. This technology provides the insights needed to manage complicated, enterprise-scale challenges and deliver experiences your customers will love at every touchpoint.

And we're scaled to meet the needs of even the largest enterprise brand. Every day, our customers use Cheetah Digital capabilities to send more than one billion messages. Our global footprint helps companies large and small succeed, no matter where you're sending from or where your audience is located.



3

We help marketers create deep customer engagement

In order to succeed, marketers have to do more than just promote a product.

They have to build meaningful, lasting customer relationships. At Cheetah Digital, our tools and solutions will help you reach your customer engagement and loyalty goals, no matter how complex or ambitious they might be. Your success is our success.



Enterprise data management

Managing massive amounts of data can be a challenge for even the most experienced marketers. Our powerful Engagement Data Platform goes beyond the traditional CDP to provide real-time data collection, unification, segmentation, and insight – allowing marketers to personalize cross-channel communications, customer experiences, and loyalty programs from one easy-to-use platform.



Machine learning

Can you predict your customers' intents, habits, and purchasing patterns? With our machine learning capabilities, you can elevate your marketing efforts to determine what will resonate with customers, access valuable insights, and deliver more impactful and effective customer experiences.



Zero-party data

If your marketing is based on aggregated data points and inferred customer preferences, you're not delivering truly personal experiences. Our solutions help marketers to execute strategic zero-party data acquisition strategies and collect millions of self-reported data records, all without the use of technical resources. It's not enough to guess. Instead, ask your customers about their preferences and intentions – and put these insights to work in future campaigns.



Cross-channel campaigns

Customers are unique, and so are their preferences. Reaching millions of customers in ways that make them feel valued could be the difference between choosing your brand – or your competitors. Our solution allows you to communicate with every customer in the way they prefer – no matter what channel that may be.



Email marketing

With more than 20 years of proven industry experience, Cheetah Digital has helped thousands of enterprise marketers connect with their unique audiences through timely, relevant interactions. We provide robust tools, innovations, and collaborative services that enable marketers to build and scale their efforts, ensuring success both now and in the future.



Personalization

In today's digital world, customer engagement isn't possible without personalization – and personalization can't be achieved without data. With Cheetah Digital, you can seamlessly examine millions of daily customer interactions, extract a single, unified view of each customer, and activate these insights to deliver more in-the-moment brand and loyalty experiences.



Loyalty management

Consumers have more options than ever before when it comes to spending their time and money. By rewarding their behaviors – not just their transactions – with unique and exclusive experiences, points, loyalty tiers, and reward store access, you can promote incremental, repeatable, and predictable brand revenue – not to mention more enjoyable customer experiences.



Reporting and analytics

Insights are only as valuable as the actions they drive. Our reporting and analytics capabilities can help marketers generate the ad-hoc, automated, and trend analysis reports that allow organizations sync and evolve. What's more, you can create shared accountability for campaign results to substantiate ROI and optimize future strategy.



4

**We've got
the expertise**
to tackle your biggest
marketing challenges

Helping marketers succeed is at the heart of everything we do.

We have more than 1,300 employees around the globe with one goal: empowering marketers to build lasting, mutually beneficial relationships with their customers.

Rather than using third-party system integrators or extended partner networks to deliver services, we deliver support and services through an extensive in-house team of strategists, data scientists, skilled advisors, and account support specialists who serve as an extension of your team.



Client Success

With Cheetah Digital as your partner, you'll have access to a dedicated account team that will work to understand every aspect of your brand. We'll help to identify how your brand can deliver more effective marketing, using a proven methodology to examine your current strategies, unlock areas of opportunity, and solve business challenges. And when you need to get in touch with us for any reason, you'll get the personalized attention you deserve—not just a help ticket. Across every step of your client journey, we provide the attention, assistance, and expertise to ensure your relationship with us is one you love.



Professional Services

Executing enterprise-scale marketing campaigns and programs takes a village. That's why we offer in-house strategic, technical, and campaign design and execution resources through our Professional Services team. Our experts become a seamless extension of your team, helping achieve your unique goals through personalized, one-to-one support. And as your business grows, we offer training and enablement support to meet your evolving technology needs.



24/7 Support

We realize the marketing world never truly sleeps, so we provide 24/7 assistance for all your questions and technical support needs. Our global support team is always here to provide the help you need, no matter how big or how small your need might be.



5



We understand
the technical stuff

Marketing can be a lot of fun, but it's also serious business.

So it's important to find a marketing partner with the infrastructure, technical acumen, and data security capabilities you can trust.

Our infrastructure is built on Apache Hadoop—the same proven technology platform that delivers unparalleled reliability for some of the largest consumer sites in the world. Other key technologies in our stack include HBase, Phoenix, Spark, Storm, and Kafka.

This cloud-scale big data infrastructure and clustering technology allows us to deliver:



Global deployment

Our tools are built and operated worldwide across languages, locales, regions, and networks, giving you the confidence to handle the most demanding operational requirements around the world, including internationalized data, localized user interfaces, multilingual content, and worldwide deployment.



Unlimited scalability

Our platform features commodity servers, clustering technology, and horizontal and vertical scaling to deliver unlimited scalability and consistently low response times. This makes it easy to process enterprise-scale data at rapid speeds, ensuring you can meet communication demands.



Security

Cheetah Digital's solutions leverage technical and organizational measures aligned to ISO-27001 standards and implemented using security and data protection industry best practices. Our Customer Engagement Suite platform utilizes key compliance controls and objectives to cover a range of data security, confidentiality, and availability controls tested against the SOC 2 trust criteria.

Hear From Our Customers



At Cheetah Digital, we're dedicated to marketers. Helping marketers succeed is at the heart of everything we do, and it drives every decision we make. This unwavering commitment is why more than 3,000 of the world's most well known and successful consumer brands partner with us to deliver the experiences that create real emotional loyalty among their customers.

But don't take our word for it. Check out what [some of our customers](#) have to say about working with Cheetah Digital:

"Thanks to Cheetah Digital we're now able to quickly evolve historical campaigns to make them fresh and new and are successfully meeting all of the requirements and expectations of our guests on the loyalty program front."

-[Jason Siska, Director of Loyalty and CRM, CraftWorks Holdings, Inc.](#)

"Positioning the consumer at the very center of our strategy, implementing different touch points to listen to and communicate with, personalising the interactions—these are all essential actions for THUN as a best-in-class retailer committed to investing in our brand and creating true emotion for a unique and unrepeatable consumer experience!"

- [Francesco Spanedda, Chief Brand Officer, THUN](#)

We like to think we're the best friend a marketer could have. If you're ready to start creating lasting customer relationships, visit cheetahdigital.com to learn more or to set up a meeting with one of our experts.

Cheetah Digital

Seamlessly deliver personalized interactions that drive lasting emotional loyalty



Track relevant interactions

Our deep POS and e-commerce integrations ensure member profiles are updated with purchase and redemption activities as they happen.



Reward your best customers

Go beyond points to offer special treatment to your best customers with a flexible tier structure that provides customers with unique earning opportunities based on their loyalty status.



Personalize offers and communications

Define, manage, and target highly personalized offers online, at the register, or even in-store with coupons, recommendations, and exclusive offers — whether digital or physical.



Take your program mobile

Give customers the gift of convenience with mobile capabilities that let you manage card balances and collect real-time insights. Don't have a mobile app? Create and launch a fully-branded one with Cheetah Loyalty.



Foster the customer voice

Enable loyal customers to be vocal advocates of the brand by conducting polls, inviting feedback, and rewarding them for the referrals they give across social media.



Protect your program

Protect the program you've worked so hard to build. With data encryption, security safeguards, and the highest compliance standards, we are constantly monitoring to detect anomalous patterns and automatically stop questionable activities.

It's time to look beyond transactional data to **build thriving customer relationships** that deepen at every touchpoint. With Cheetah Digital's marketing and loyalty solutions, you have an entire platform at your fingertips to build the most relevant, integrated, and profitable campaigns.

Start building lasting customer relationships at cheetahdigital.com